TO6290 TEH56660

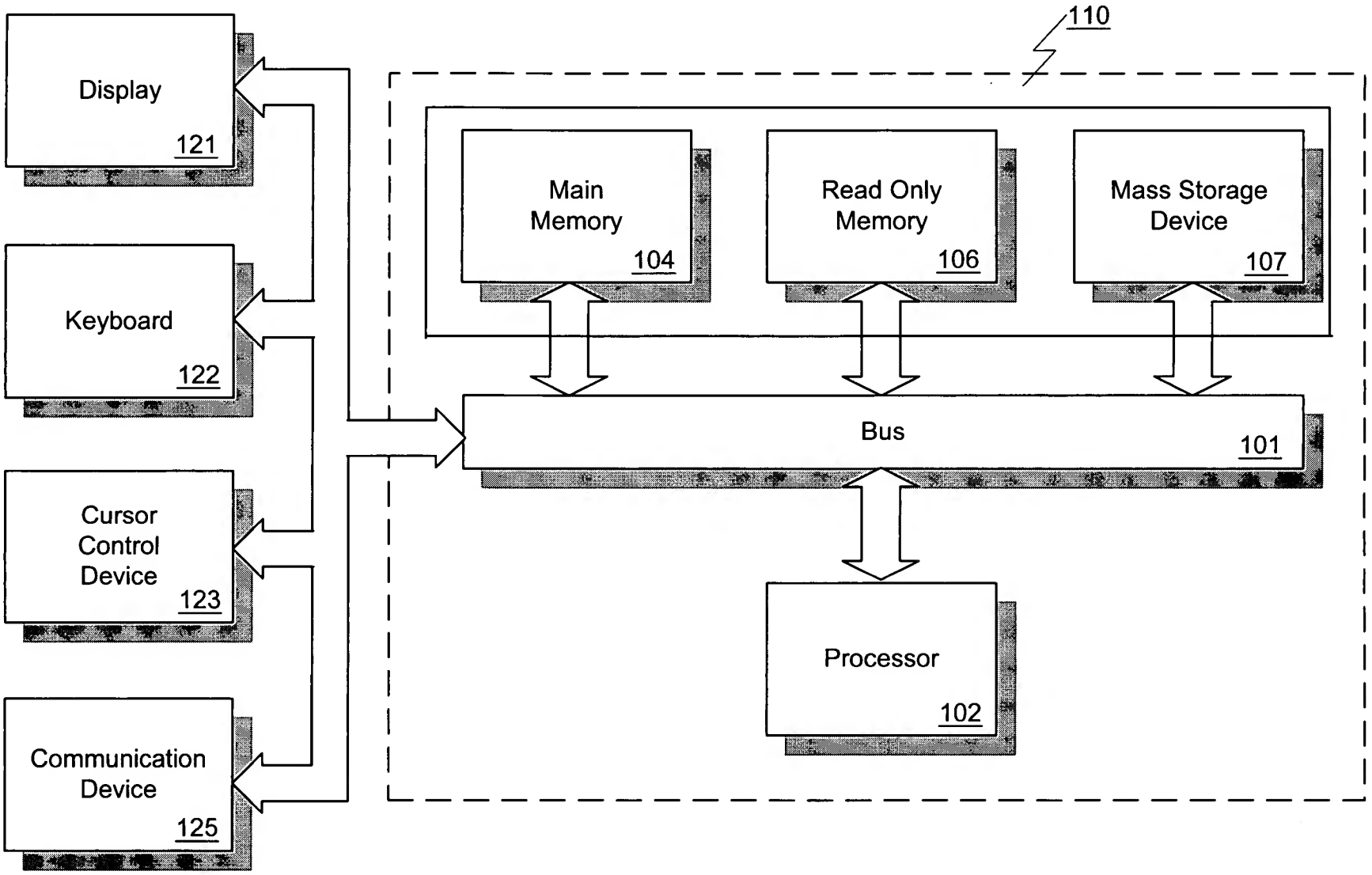


Figure 1

P06290 Tens6860

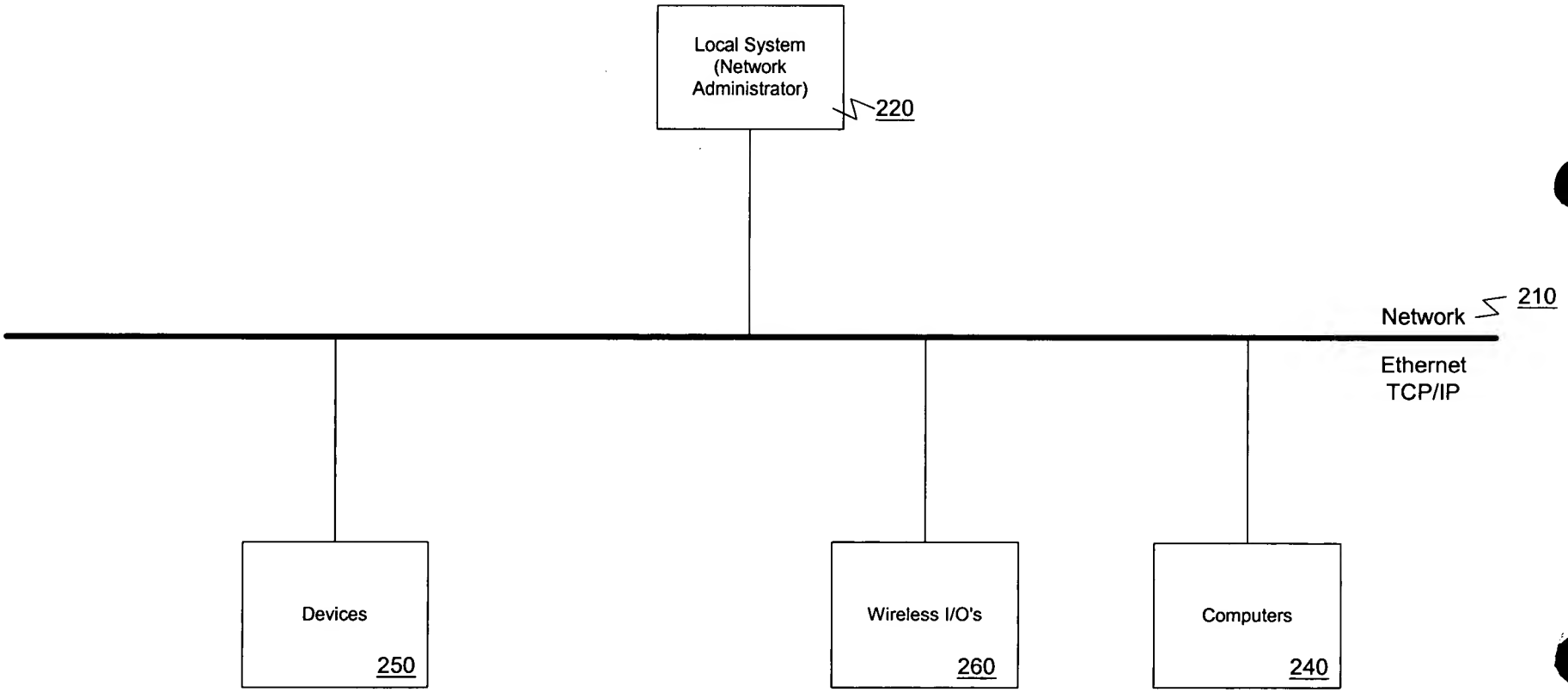


Figure 2

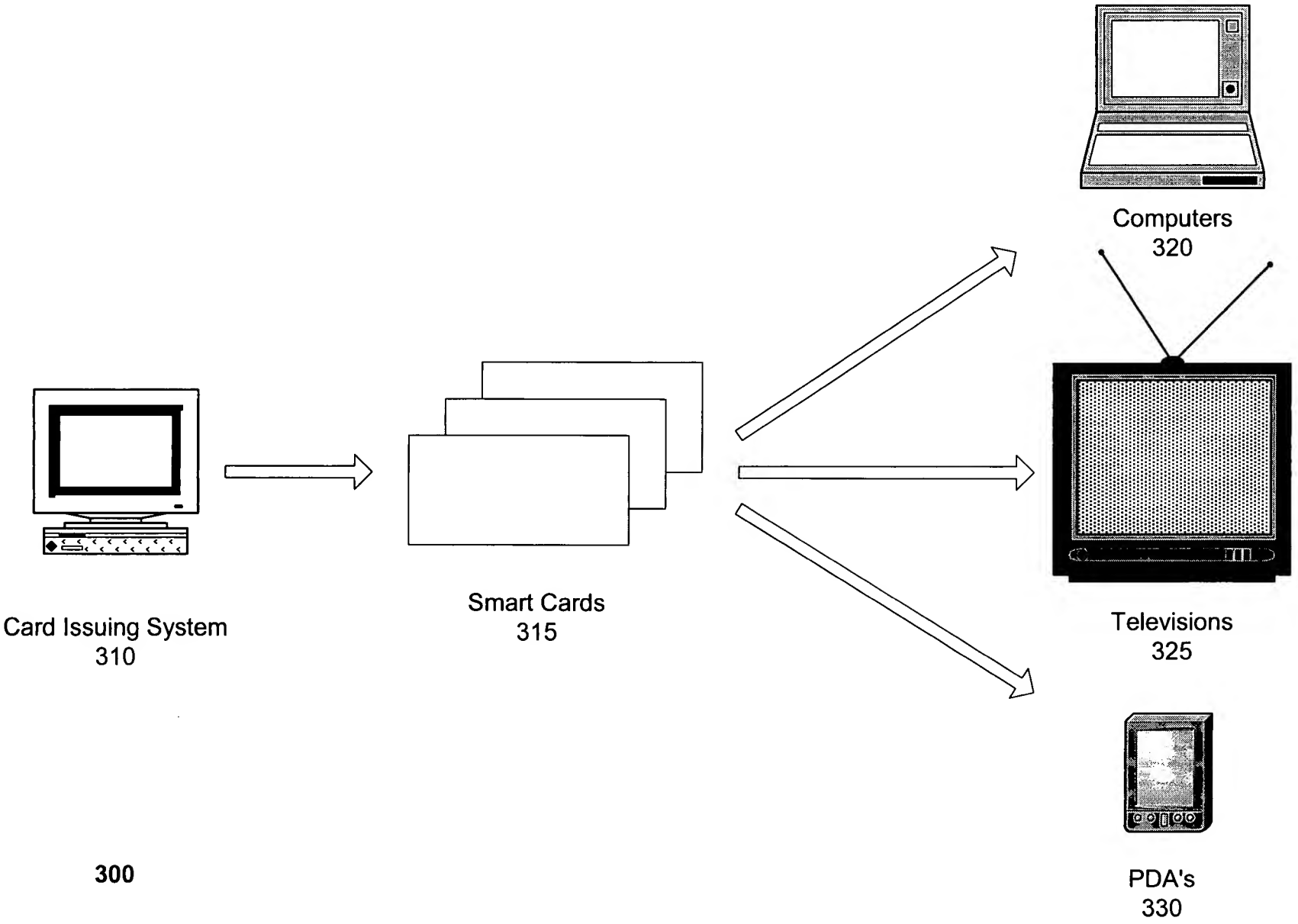

Computers
320
Card Issuing System
310
Smart Cards
315
Televisions
325
PDA's
330
300

Figure 3

405

User Identification

Name

Demographic Information (e.g., age, gender)

Credit Card Information (e.g., Type, Number)

Other Information (e.g., Identification Number, Password)

410

User Preferences

Favorite Content Categories (e.g., Sports, Comedy)

Special Interest Under Each Category (e.g., Basketball, Sitcoms)

Key Terms (e.g., Lakers, Sienfeld)

Further Limiting the Content (e.g., Game, Soup Nazi)

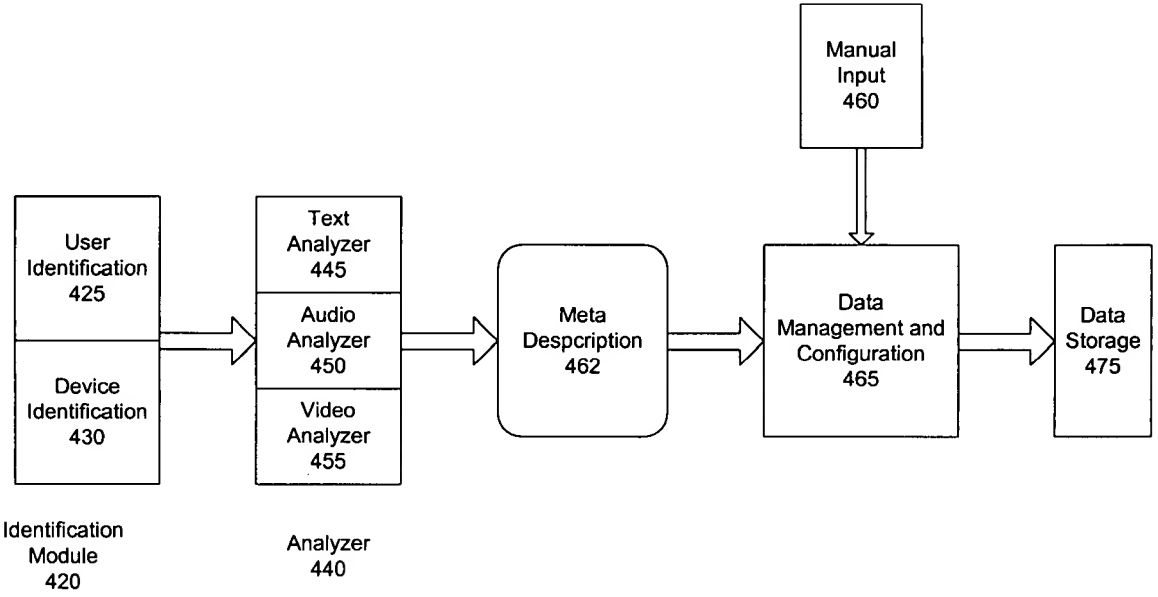
Favorites

415

User History

Criteria for Tracking the Media Programs (e.g., Most Watched, Recently Watched, Not Watched for a Certain Period of Time, Key Terms)

Figure 4A



System 400

Figure 4B

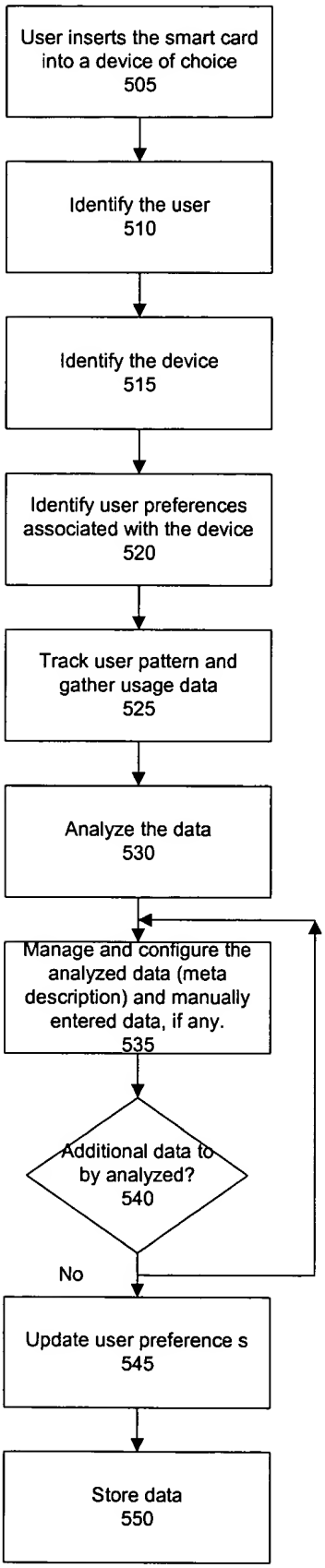

User inserts the smart card into a device of choice
505
Identify the user
510
Identify the device
515
Identify user preferences associated with the device
520
Track user pattern and gather usage data
525
Analyze the data
530
Manage and configure the analyzed data (meta description) and manually entered data, if any.
535
Additional data to by analyzed?
540
Yes
No
Update user preference s
545
Store data
550

Figure 5

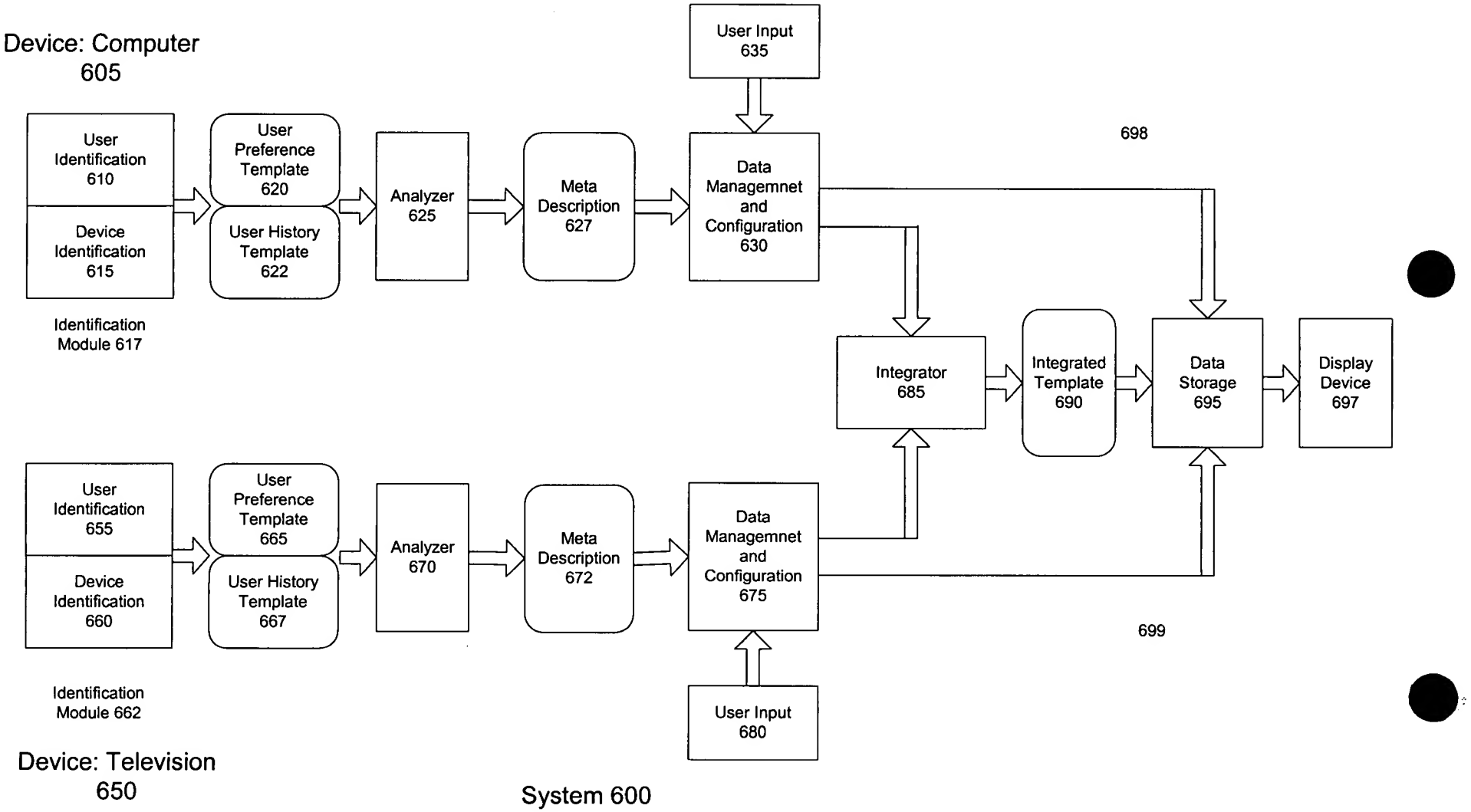

Device: Computer
605
User Identification
610
Device Identification
615
User Preference Template
620
User History Template
622
Identification Module 617
Analyzer
625
Meta Description
627
User Input
635
Data Managemnet and Configuration
630
698
Integrator
685
Integrated Template
690
Data Storage
695
Display Device
697
User Identification
655
Device Identification
660
User Preference Template
665
User History Template
667
Identification Module 662
Analyzer
670
Meta Description
672
Data Managemnet and Configuration
675
699
User Input
680
Device: Television
650
System 600

Figure 6

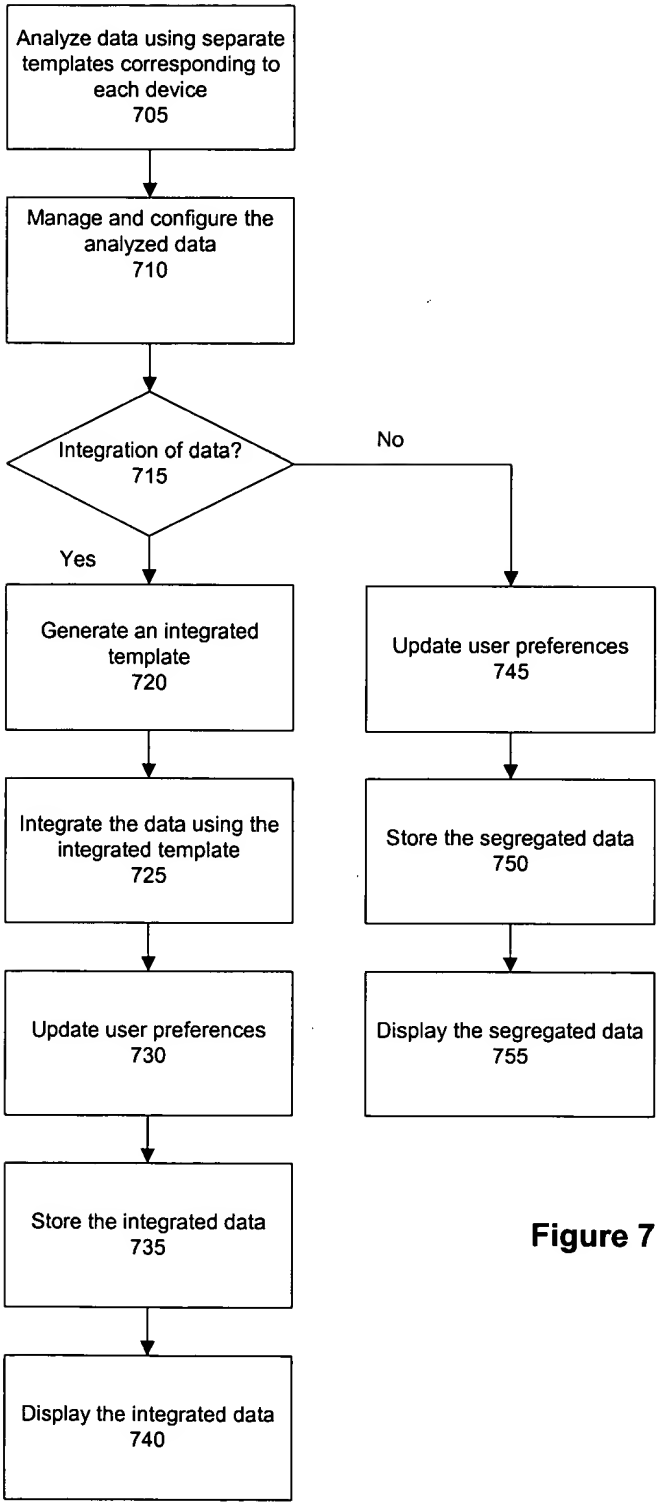

Analyze data using separate templates corresponding to each device
705
Manage and configure the analyzed data
710
Integration of data?
715
No
Yes
Generate an integrated template
720
Integrate the data using the integrated template
725
Update user preferences
730
Store the integrated data
735
Display the integrated data
740
Update user preferences
745
Store the segregated data
750
Display the segregated data
755

Figure 7